



Tourism & Events Department  
7506 E. Indian School Road  
Scottsdale, AZ 85251  
480.312.7177

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**To:** David Scholefield, Chairperson  
Tourism Development Commission

**From:** Steve Geiogamah, Tourism Development Manager

**Date:** February 20, 2018

**Subject:** Scottsdale Fahrenheit Festival New Development Event Funding

The Scottsdale Fahrenheit Festival new event funding worksheet is attached for commission consideration. City staff has evaluated the worksheet and support documents to identify potential benefits to the City and the local tourism industry.

The festival event producer is requesting \$75,000 in support of a one year event funding agreement. Allocation of potential funds in support of the agreement will be from the \$1.2 million from the Tourism Development Fund established for events and event development.

#### **Analysis & Assessment**

The festival will take place at WestWorld on June 16, 2018 and will consist of three events, the Travis Bagent Arm Wrestling Super Series, the Scottsdale Beat the Heat Race, and the Arizona Ales & Cocktail Festival. The first year festival is anticipated to attract 3000 attendees as well as provide Scottsdale destination with \$75,000 in direct dollar media and promotion.

In order to enhance the city's event sponsorship evaluation process, the city has retained a qualified special event and marketing consultant, Bruce Skinner & Associates, to measure, analyze, and report the economic and media impact as well as overall value and benefits associated with a proposed event sponsorship. Attached is the Skinner report.

#### **Funding Availability & Potential Options**

There are currently bed tax event support funds available in the FY2017/18 bed tax budget for new event development. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$75,000.
- 2) Take no action or additional event evaluation.
- 3) Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

NEW EVENT DEVELOPMENT WORKSHEET			
APPLICANT INFORMATION			
<b>Worksheet Date:</b> 01/24/2018			
<b>Organization Name:</b> Scottsdale Fahrenheit Festival: Arms, Legs, & Kegs		<b>Legal Description (LLC, etc.)</b> Scottsdale Fahrenheit Festival, LLC	
<b>Business Address:</b> 7144 E. Stetson Dr. Suite 400			
<b>City:</b> Scottsdale	<b>State:</b> AZ	<b>Zip Code:</b> 85251	
<b>Event Contact:</b> Mandy McGee / Jason Rose			
<b>Phone:</b> 480-423-1414	<b>Cell Phone:</b> 303-551-5315	<b>Email:</b> accounting@rosemoserallynpr.com	
EVENT INFORMATION			
<b>Event Name:</b> Scottsdale Fahrenheit Festival			
<b>Event Website:</b> scottsdalefahrenheitfestival.com			
<b>Event Date(s):</b> June 16th, 2018 (and ongoing qualifiers leading up to)		<b>Event Time(s):</b> 7:00am-7:00pm	
<b>Event Location:</b> WestWorld of Scottsdale - Tony Nelssen Equestrian Center, North Hall			
<b>City:</b> Scottsdale	<b>State:</b> AZ	<b>Zip Code:</b> 85260	
<b>Admission Cost:</b>  \$0-\$50	<b>Projected Attendance:</b>  3000	<b>Years in Scottsdale:</b>  1	
<b>Expense Budget</b> (includes marketing):  \$267,212.73	<b>Estimated Revenue:</b>  TBD	<b>Marketing Budget:</b> \$ 75,000	<b>Requested Funding Amount:</b> \$ 75,000
<b>Detailed description of event:</b> <p>The Scottsdale Fahrenheit Festival: Arms, Legs &amp; Kegs is a unique summer event, with three different elements falling under one roof: the Travis Bagent Arm Wrestling Super Series, the Scottsdale Beat the Heat Race, and the Arizona Ales &amp; Cocktails Festival. The Travis Bagent Super Series is the richest arm wrestling competition in America, hosted by the world's greatest arm wrestler Travis Bagent. The Scottsdale Beat the Heat Race is a race hotter than any other. This one-of-a-kind 11.2k/5k Race and Walk happened once before in 2013, capturing major local and national attention. The race largely appeals to the adventurous and particularly fit endurance athletes looking for a unique challenge, across a unique course, in an unforgettable environment. The race begins at 2:47 in the afternoon, the time on June 26th, 1990 when it hit a record 122 degrees in Arizona. The Arizona Ales and Cocktails Festival will quench thirsty racers, arm wrestlers and other guests alike as its own stand-alone event within the air-conditioned confines of the Tony Nelssen Equestrian Center in cooperation with M Culinary, AZ Craft Brewers Guild, and top mixologists.</p>			

### NEW EVENT DEVELOPMENT WORKSHEET

**Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include advertising channels, advertising cost, impression values, and distribution methods:**

- Consistent with "Golf, Sports & Recreation" Tourism Driver Category.
- NO tourism-focused events in the summer.
- The summer and heat can be celebrated not feared.
- Also showcasing WestWorld, Scottsdale Arabian Horse Show, Barrett-Jackson, golf, and polo venues, as well as McDowell Mountains.
- Owned and produced by the founders of The Bentley Scottsdale Polo Championships, one of the TDC's new event funding programs' great successes. Indeed, TDC funding helped launch the polo event to become the most attended in the United States with over 13,000 people in November, 2017 at WestWorld with year to year F&B and ticket revenue increases by 70%
- Scottsdale listed in name of event
- Maricopa Ambulance to serve as title sponsor of Scottsdale Beat The Heat

**Submit your current marketing plan as it is without City Funding. Please include location, timing, impressions, cost, etc. \*Attach if more space is needed.**

- Fox Sports Arizona
- ESPN
- National Facebook advertisement campaign targeting 24 million users using keywords for each event.
- National Earned Media campaign backed by Rose + Moser + Allyn Public & Online Relations. The company owns the Bentley Scottsdale Polo Championships and has on six occasions exceeded all TDC funding marketing requirements for events it has produced.
- Scottsdale in name of event.
- Publications and digital focused on each event. Runner's World, Athlinks, GetSetUSA, Letsrun.com, PULL magazine, armpullers.com, armpower.net and many more.

**If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts:**

Support for the event will allow opportunities for a heavier reach to National and International media efforts bringing in more attendance for the event and greater probability of new tourism for the city of Scottsdale.

### NEW EVENT DEVELOPMENT WORKSHEET

**Describe how you will provide qualitative and quantitative information regarding event attendance levels:**

Event operates all registrations for sporting events through online ticketing system. Abilities to produce reporting on attendance/registration results as well as overall event food and beverage sales. Furthermore, as the owner of the event is a PR firm media values can easily be assessed post event.

**Provide estimated economic impact results of the event and the projected impact on Scottsdale:**

Potential economic impact on the city of Scottsdale based on:

- Many participants in the arm wrestling and running facets will be from out of state. Ale & Cocktail attendees will be prominently from Maricopa County.
- Use of WestWorld property allows for city to receive portion of revenues for event.
- Prior funding of other events executed by our company have well exceeded the return on investment.
- Reducing overall negative thoughts on traveling to Scottsdale in the summer for increased seasonal travel annually.

**Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:**

- Large attendance from out of town guests requiring over night stay in order to participate in the event.
- Post-event after party in TBD location requiring guests to extend their stay before going back home.
- Targeted media for national and international competitors to travel in to participate for the event.

## NEW EVENT DEVELOPMENT WORKSHEET

### NEXT STEPS

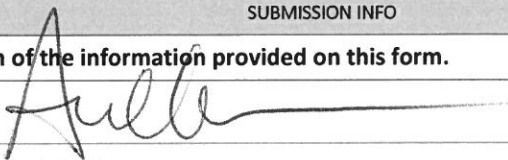
This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete.

1. Staff reviews event qualification worksheet to determine event's eligibility
2. If event qualifies for funding, producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on funding amount they are recommending.
3. Event presentation to the TDC is required. The presentation should take no more than 5 minutes and outline the information provided in this worksheet.
4. TDC submits funding recommendation to City Council for approval (Following TDC recommendation, allow four weeks for council presentation).
5. Formal action by City Council

### SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant:



Date: 01/25/2018

Name

Amanda McGee

\*If more room is needed, attachments are permissible.

## **2018 Farenheit Festival Review of Event & Tourism Impact**

### **Situational Analysis**

The Scottsdale Farenheit Festival: Arms, Legs & Kegs will consist of three events under one roof on June 16, 2018, in the Tony Nelssen Equestrian Center at WestWorld of Scottsdale. They will be different events that will feed off each other – the Travis Bagent Arm Wrestling Super Series, the Scottsdale Beat the Heat Race, and the Arizona Ales & Cocktails Festival.

The founders of The Bentley Scottsdale Polo Championships have developed an innovative way to attack the heat of summer. The richest arm wrestling competition in America, featuring the world's greatest competitor Travis Bagent, and the Ales and Cocktails Festival will be held in the air-conditioned equestrian center. Meanwhile, the Scottsdale Beat the Heat Race celebrates the heat instead of avoiding it. A "race hotter than any other" will feature an 11.2k and 5k race and walk. It will be staged mostly outdoors, but will start and end indoors at WestWorld.

Organizers are hopeful that the overall event will be a signature one during the Scottsdale summer season. Since they are offering prize money in order to attract top competitors, both the arm wrestling and running race have the potential to gain national and local attention for the City.

Planners are hopeful that Scottsdale will be one of the Festival's primary sponsors, requesting \$75,000 from the New Event Development Funding Program. If the City chooses to become a partner, organizers will promote it as the event's destination and provide other benefits.

### **Pertinent Questions**

1. Will the event be able to attract out of town visitors?
2. What's the projected economic impact and how many room nights will be generated?
3. How will marketing dollars be spent inside and outside of Maricopa County to promote the event?
4. How will Scottsdale be promoted and branded in marketing and publicity?

### **General Assumptions**

- The City of Scottsdale will be listed in the name of the event, therefore receiving recognition in all marketing and outreach messaging, including national recognition.

- Organizers say that additional support for the event will allow them to increase their reach to national and international media, thus increasing the probability of new tourism for the City.
- The Fahrenheit Festival falls under the “Golf” and “Sports and Recreation” categories.

### **Economic and Media Impact**

Because the events are offering prize money, The Beat the Heat running race and the Travis Bagent Arm Wrestling Super Series should have an extremely competitive field. That should lead to increased coverage locally and nationally.

The 2013 running race was won by an Ethiopian Olympian (Nahom Mesfin), who beat the second place finisher in the 2008 Olympics in the 3000 meter steeplechase (Andrew Lemoncello), and world pull-up and ultra-athlete David Goggins. In 2018, runners will compete for \$8,500 in prize money, an impressive amount for an Arizona running race.

The arm wrestling championship will feature \$84,000 in prize money. It will be hosted by Travis Bagent, the world’s greatest arm wrestler. Hundreds of qualifiers will be held across the country and internationally to determine the competitors for the Festival’s arm wrestling competition, setting the stage for a championship event.

All this will produce additional exposure for Scottsdale. Organizers say that should generate increased media coverage:

- Fox Sports Arizona
- ESPN
- National Facebook advertisement campaign targeting 24 million users
- National earned media campaign backed by Rose + Moser + Allyn Public & Online Relations
- Publications and digital focused on each event
- Coverage in Runner’s World, Athlinks, GetSetUSA, Letsrun.com, PULL magazine, armpullers.com, armpower.net and others

The City may also benefit from the fact that organizers are promoting the event to “celebrate” the heat and not fearing it, reducing the overall negative image of traveling to Scottsdale in the summer.

The one thing lacking in the proposal is that it fails to detail an itemized list of benefits that includes advertising costs, impression values and distribution methods. The city needs to know how marketing dollars will be spent inside and outside of Maricopa County in order to determine the value of the Festival.

### **Summary**

The events are owned and produced by the founders of The Bentley Scottsdale Polo Championships, which organizers point to as one of the TDC's new event fund funding programs' great successes. Planners have also hired Chris Giles, arguably the best race organizer in Arizona, to produce the Scottsdale Beat the Heat running race.

However, as mentioned in the economic impact section, this proposal lacks definitive information on the amount of publicity and advertising that will be generated for the City -- planners speak in general terms only. They have good vision, but few specifics on how they will achieve additional exposure, making it difficult to analyze whether the City will receive a "dollar for dollar" marketing match. I think that more qualitative and quantitative information regarding media coverage, advertising exposure and economic impact is needed.

However, if they are able to place either the running race or arm wrestling completion on a network like ESPN, they will generate a significant number of impressions, which is impressive any time, but especially during the summer months. And by adding the third event – the Arizona Ales & Cocktails Festival – they are increasing the chance that visitors will spend another night in Scottsdale, thus generating heads and beds.

Respectfully submitted,

**Bruce Skinner and Associates**



**COOL DOWN OR HEAT UP**  
AT ARIZONA'S MOST AMAZING SUMMER EVENT!

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**SCOTTSDALE**

**FAHRENHEIT**

**FESTIVAL**

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**ARMS, LEGS AND KEGS**

**June 16, 2018**

# Three Events. One Day. Under One Roof.



# A New Signature Event For The Scottsdale Summer

- Who says it's too hot in Scottsdale during the summer?
- Consistent with “Golf, Sports & Recreation” Tourism Driver Category.
- NO tourism-focused events in the summer.
- The summer and heat can be celebrated not feared.
- “Bucket List” Messaging.
- Also showcasing WestWorld, Scottsdale Arabian Horse Show, Barrett-Jackson, golf, and polo venues, as well as McDowell Mountains.
- Funding request of \$75,000
- Owned and produced by the founders of The Bentley Scottsdale Polo Championships, one of the TDC's new event funding programs' great successes.

# Participants/Guests

- Participants from across the world.
- Approximately 160 qualifying events domestically and internationally for arm wrestling.
- Great Integrity: Ethiopian Olympian won the Heat Race in 2013, followed by an American marathon champion and two PAC-12 1500 meter champion.



# 2018 Sponsors & Partners







- Coordinated with Pat's Run producer Chris Giles of Raceplace Events
- Total prize money \$8,500+
- Sponsorship with Maricopa Ambulance, City of Scottsdale's official ambulance provider

# 2013 Heat Race Highlights



- **Nahom Mesfin**, Ethiopian Olympic runner, first place winner.
- **Andrew Lemoncello**: 2008 Olympian in the 3000m steeplechase took 2<sup>nd</sup> place.
- World pull-up champion and ultra-athlete **David Goggins** (Chicago, Illinois).
- Pat's Run Co-Founder and ultra-athlete **Perry Edinger**.
- 1,300 + runners in attendance



“It was the hottest  
race  
in my life”  
-Nahom Mesfin



# Event Day: A Showcase For Scottsdale Tourism

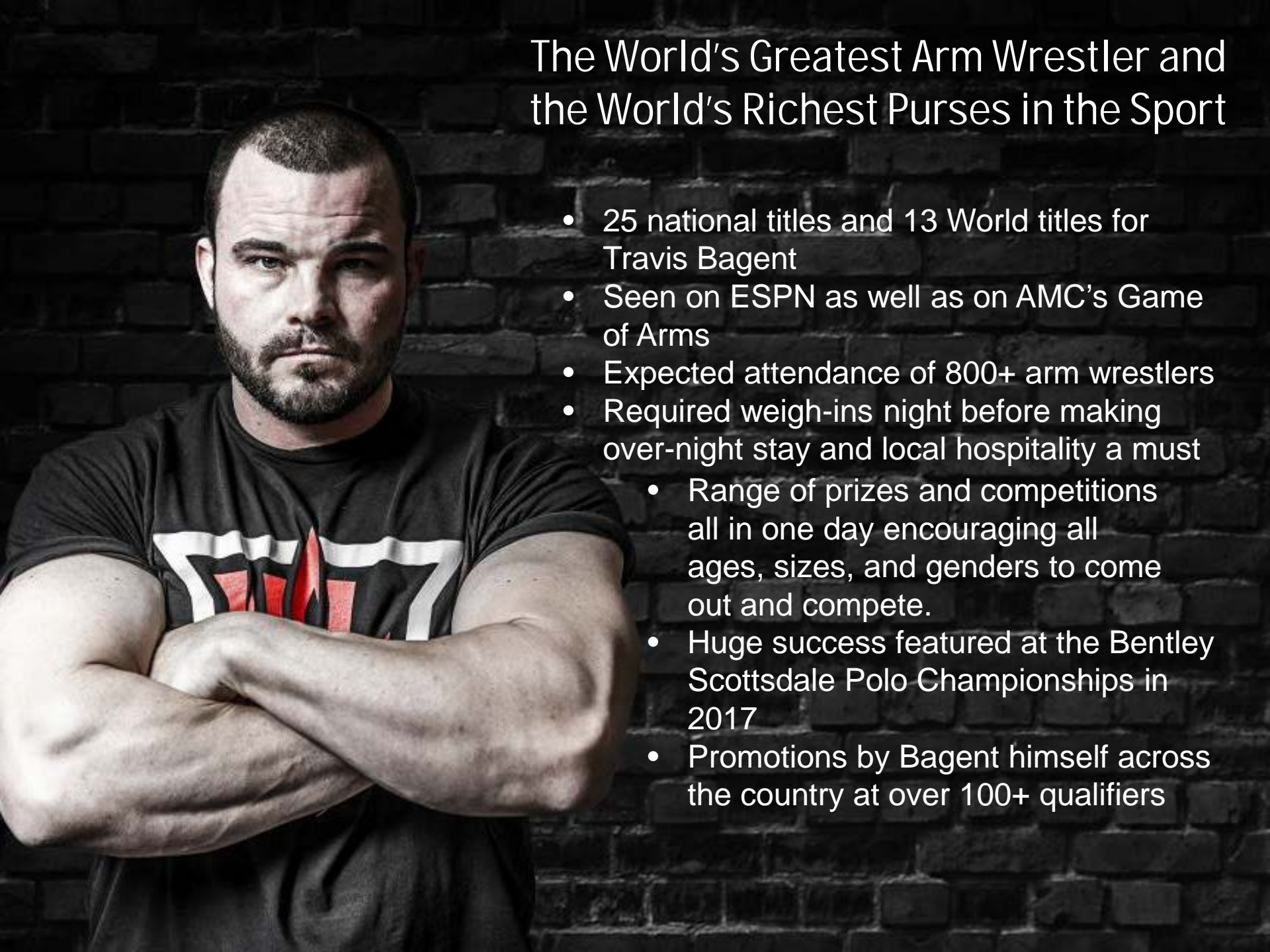


Registration and the 10k+ race actually covering 11.22 kilometers will begin indoors in the North Hall at WestWorld of Scottsdale, home of the nationally-renowned Scottsdale Arabian Horse Show, Barrett-Jackson Collector Car Auction, and the Bentley Scottsdale Polo Championships. Runners will proceed out of the west end and run through the massive tent that is home to the World's Most Famous Collector Car event, Barrett-Jackson. Racers will then proceed outside on a course routing through Westworld and around its arenas and barns before running along the pathways, beauty and undulation of the adjacent McDowell Mountain Golf Club, owned in part by legendary PGA Champion, Phil Mickelson. The race for home will return to WestWorld, finishing the last stretch on the Polo Field amidst the sprinklers and ending back inside the North Hall: The Coolest Place at the Hottest Race on Earth. Note: The course traverses a combination of hard packed dirt, asphalt, off-road, concrete paths, golf cart paths and grass.





- Coordinated with World's Greatest arm wrestler Travis Bagent
- Total prize money \$84,000+, the most in American arm wrestling
- Additional NAL competition for men, women, amateurs, masters, and more appealing to those wanting to come and compete on a lower level.
- Hundreds of qualifiers hosted across country and internationally for winners to all meet and square off in Scottsdale on the June 16<sup>th</sup> event



# The World's Greatest Arm Wrestler and the World's Richest Purses in the Sport

- 25 national titles and 13 World titles for Travis Bagent
- Seen on ESPN as well as on AMC's Game of Arms
- Expected attendance of 800+ arm wrestlers
- Required weigh-ins night before making over-night stay and local hospitality a must
  - Range of prizes and competitions all in one day encouraging all ages, sizes, and genders to come out and compete.
  - Huge success featured at the Bentley Scottsdale Polo Championships in 2017
  - Promotions by Bagent himself across the country at over 100+ qualifiers

# Event Day: A Showcase For Scottsdale Tourism



Doors will open at 8am for world-wide participants and guests in the North Hall at WestWorld to begin the all-day competition for the Travis Bagent Super Series. Simultaneously there will be the Super Series as well as the National Arm Wrestling League (NAL) competition going on so amateurs and pros alike can take their shot at competing. Whether it's for bragging rights or big money everyone has a chance. The final bracket winners will square off at the end competing for the first place prize of \$25,000 for each arm.





- Partnering with WestWorld contract caterer M Culinary
- Endorsed, promoted, and participation from the Arizona Craft Brewers Guild
- Local mixologists on site showing skills and tastes found in Scottsdale

# Marketing Plan

- Fox Sports Arizona
- ESPN
- National Facebook advertisement campaign targeting 24 million users using keywords for each event.
- National Earned Media campaign backed by Rose + Moser + Allyn Public & Online Relations. The company owns the Bentley Scottsdale Polo Championships and has on six occasions exceeded all TDC funding marketing requirements for events it has produced.
- Scottsdale in name of event.
- In-Kind Public Relations Services: \$40,000 (5 months at \$8,000 per month). Responsible for local, regional, national earned media coverage.
- Publications and digital focused on each event. Runner's World, Athlinks, GetSetUSA, Letsrun.com, PULL magazine, armpullers.com, armpower.net and many more.

**Thank you  
for your support and  
consideration.**